

In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. **(Currently amended)** A method for redirecting a user from a second web site to a first web site, comprising the steps of:

(1) providing, by the second web site, a URL offering a product or service to the user, said URL specifying a program on the second web site;

(2) reading, by said program, a cookie located in the user's computer through a wireless link in response to the user activating said URL;

(3) providing ~~a positive~~ an indication when an inquiry by said program, to said cookie determines that the user already possesses said product or service;

(4) redirecting, by said program, the user to the first web site when the indication of step (3) is positive, wherein the first web site is specified by said cookie; and

(5) offering, by the second web site, to supply said product or service to the user when the indication of step (3) is not positive; whereby the user who already possesses said product or service will not receive duplicate offers to supply said product or service from multiple web sites[;], and whereby the user who possesses the product or service is not shown any updated offers of the product or service.

2. **(Original)** The method of claim 1, wherein said providing of step (1) comprises at least one of the following steps of:

sending an e-mail including a link to said URL to the user;

providing a web page including a link to said URL to the user; and

providing a computer program including a link to said URL to the user.

3. **(Original)** The method of claim 2, wherein said activating of step (2) comprises at least one of the steps of:

- clicking a link to said URL on a web page;
- clicking a link to said URL in an e-mail; and
- executing a computer program that activates a link to said URL.

4. **(Previously presented)** The method of claim 1, further comprising a step of:

placing, by the first web site, said small sharable file on the user's computer in response to the user registering with the first web site for said product or service, said small sharable file including the URL of the first web site.

5. **(Original)** The method of claim 1, wherein said program is a server side program.

6. **(Original)** The method of claim 5, wherein said program is at least one of the following:

- a CGI script;
- a Java servlet;
- a PHP script; and
- a Perl script.

7. **(Original)** The method of claim 1, wherein said program is a client side program that is downloaded from the second web site.

8. **(Original)** The method of claim 7, wherein said program is at least one of the following:

- a Java applet;
- a Java script; and
- an Active X control.

9. **(Currently amended)** A system for re-directing a user from a second web site to a first web site, comprising:

means for providing, in the second web site, a URL offering a product or service to the user, said URL specifying a program on the second web site;

means for reading, in said program, a cookie located on the user's computer through a wireless link in response to the user activating said URL;

means for providing, in said program, a indication when said program determines whether the user already possesses said product or service;

means for redirecting, in said program, the user to the first web site when the result of said indication means is positive, wherein the first web site is specified by said cookie; and

means for offering, in the second web site, to supply said product or service to the user when the result of said indication means is not positive;

whereby the user who already possesses said product or service will not receive duplicate offers to supply said product or service from multiple web sites, and

whereby the user who possesses said product or service is not shown any updated offers of the product or service.

10. **(Previously presented)** The system of claim 9, wherein said providing means comprises at least one of:

- means for sending an e-mail including a link to said URL to the user;
- means for providing a web page including a link to said URL to the user; and
- means for providing a computer program including link to said URL to the user.

11. **(Original)** The system of claim 10, wherein said activating of said URL comprises at least one of:

- clicking a link to said URL on a web page;
- clicking a link to said URL in an e-mail; and
- executing a computer program that activates a link to said URL.

12. **(Previously presented)** The system of claim 9, further comprising:

- means for placing, in the first web site, said small sharable file on the user's computer in response to the user registering with the first web site for said product or service, said small sharable file including the URL of the first web site.

13. **(Original)** The system of claim 9, wherein said program is a server side program.

14. **(Original)** The system of claim 13, wherein said program is at least one of the following:

- a CGI script;
- a Java servlet;

a PHP script; and

a Perl script;

15. **(Original)** The system of claim 9, wherein said program is a client side program that is downloaded from the second web site.

16. **(Original)** The system of claim 15, wherein said program is at least one of the following:

a Java applet;

a Java script; and

an Active X control.

17. **(Currently amended)** A system for implementing a computer program product comprising a computer executable medium having control logic stored therein for causing a computer to re-direct a user from a second web site to a first web site, said control logic comprising:

a module for executing a first computer readable program code means for causing the computer to provide a URL offering a product or service to the user;

a module for executing a second computer readable program code means for causing the computer to read a cookie located on the user's computer through a wireless link in response to the user activating said URL;

a module for executing a third computer readable program code means for causing the computer to provide a positive indication in response to an inquiry to said

cookie as to whether the user already possesses said product or service when the user does already possess said product or service;

a module for executing a fourth computer readable program code means for causing the computer to redirect the user to the first web site when the result of said third means is a positive indication, wherein the first web site is specified by said cookie; and

a module for executing a fifth computer readable program code means for causing the computer to offer said product or service to the user when the result of said third means is not a positive indication;

whereby the user who already possesses said product or service will not receive duplicate offers to supply said product or service from multiple web sites; and

whereby the user who possesses said product or service is not shown any updated offers of the product or service.

18. (Previously presented) The system of claim 17, wherein said first means comprises at least one of:

computer readable program code means for causing the computer to send an e-mail including a link to said URL to the user;

computer readable program code means for causing the computer to provide a web page including a link to said URL to the user; and

computer readable code means for causing the computer to provide a computer program including a link to said URL to the user.